Your ActiveCampaign reporting guide

ActiveCampaign · Built with Datapipe

Start with Campaigns. Then open Audience and Automations to see how your lists and automated emails are doing.

Explore the report

01 Campaigns
Campaigns, emails sent, open and click rates against the previous period, with click-to-open rate and unsubscribes for every broadcast sent in the report dates.

02 Audience
Each email list’s active, unsubscribed, unconfirmed and bounced contacts, with its unsubscribed and bounced share.

03 Automations
Each automation’s status, contacts entered and exited, and its emails with their open and click rates.

Use your own data

1 Add ActiveCampaign in Datapipe.
Paste the API URL and key from Settings > Developer in ActiveCampaign.

2 Create this dashboard.
Authorize Google Sheets when prompted.

3 Open your private Data Studio copy.
Datapipe refreshes the same workbook.

Read the numbers correctly

Campaigns are the broadcasts sent in the report dates (account time), with ActiveCampaign’s totals so far; opens and clicks keep counting after a send. Each card compares with the same number of days before, so every refresh reads campaigns from the start of that earlier period.

Open and click rates divide unique opens and contacts who clicked by emails sent; totals combine every campaign, so big sends count more. ActiveCampaign doesn’t report spam complaints per campaign, so they aren’t included.

Lists and automations show your account on the day of the refresh. A contact can be on several lists, so don’t add list counts together. Open and click rates per list aren’t included, because ActiveCampaign reports them per campaign.

Sample data · An online course business’s ActiveCampaign account, read on 14 November 2026.

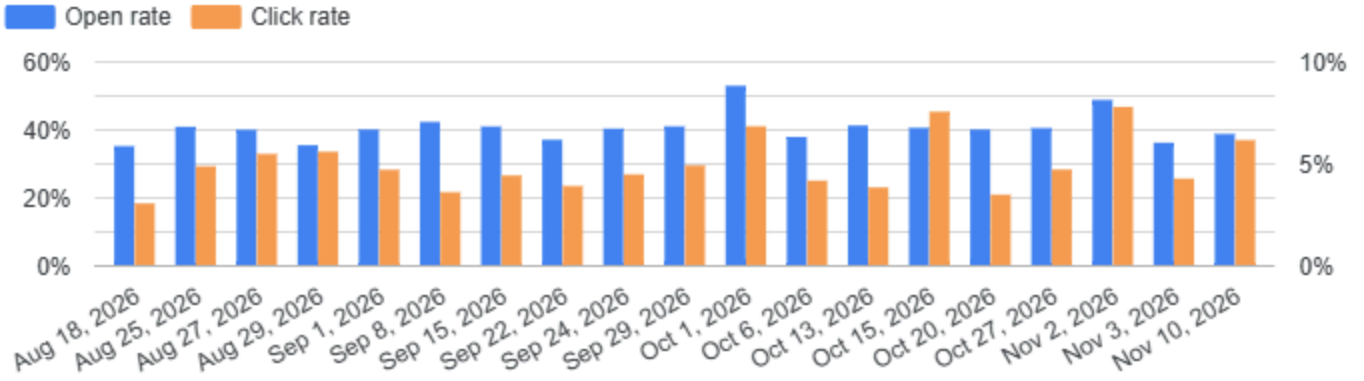
Campaigns

ActiveCampaign · Built with Datapipe

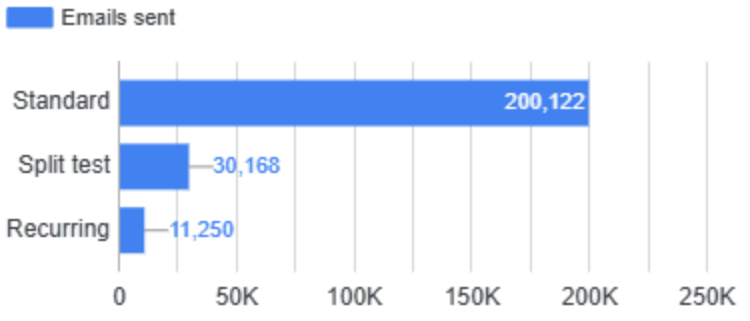
Aug 16, 2026 - Nov 13, 2026

Campaigns sent	Emails sent	Open rate	Click rate
21	241,540	39.6%	4.8%
↑ 10.5% vs previous period	↑ 21.8% vs previous period	↑ 1.14% vs previous period	↑ 0.89% vs previous period

Open and click rate by send date



Emails sent by campaign type



Campaigns

Sent on	Campaign	Type	Emails sent	Open rate	Click rate	Click-to-open rate	Unsubscribes
Nov 10, 2026	Black Friday early access	Standard	16,128	41.0%	8.1%	19.7%	44
Nov 10, 2026	Learning notes: Presenting with confidence	Standard	12,863	35.5%	3.7%	10.4%	26
Nov 3, 2026	Learning notes: The Feynman technique	Standard	12,798	36.0%	4.2%	11.8%	21
Nov 2, 2026	Student digest: November	Recurring	3,820	48.6%	7.7%	16.0%	3
Oct 27, 2026	Learning notes: Mind maps for big projects	Standard	12,710	40.3%	4.7%	11.6%	18
Oct 20, 2026	Learning notes: Reading research papers faster	Standard	12,647	39.9%	3.4%	8.7%	21
Oct 15, 2026	New course: Data analysis basics	Split test	15,552	40.4%	7.5%	18.6%	40
Oct 13, 2026	Learning notes: Beat the mid-course slump	Standard	12,755	41.0%	3.8%	9.3%	22
Oct 6, 2026	Learning notes: What employers look for in a portfolio	Standard	12,699	37.7%	4.1%	11.0%	25
Oct 1, 2026	Student digest: October	Recurring	3,750	52.7%	6.8%	12.9%	3

1 - 10 / 21

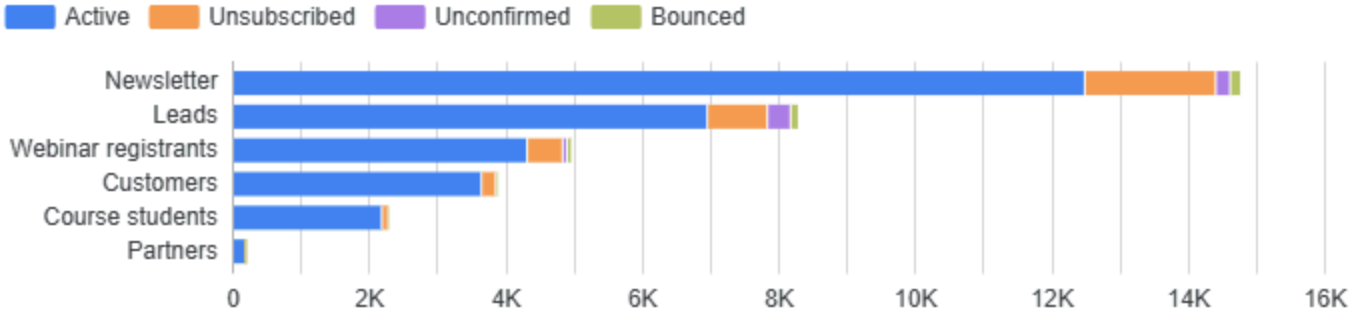
Broadcasts sent in the report dates (account time), with ActiveCampaign's totals so far; automation emails are on the Automations page. Cards compare with the same number of days before. Open and click rates divide unique opens and contacts who clicked by emails sent, and click-to-open rate divides contacts who clicked by unique opens.

Audience

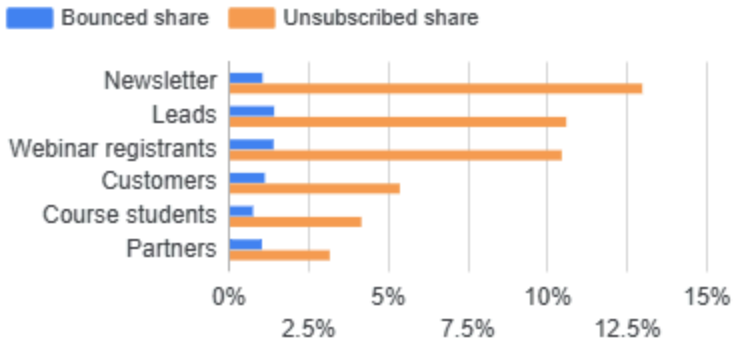
ActiveCampaign · Built with Datapipe

Lists	Largest list (active)	Unsubscribed share	Bounced share
6	12,480	10.56%	1.21%

Contacts by list and status



Unsubscribed and bounced share by list



Lists

List	Active	Unsubscribed	Unconfirmed	Bounced	Unsubscribed share	Bounced share
Newsletter	12,480	1,920	210	160	13%	1.08%
Leads	6,950	880	340	120	10.62%	1.45%
Webinar registrants	4,310	520	64	71	10.47%	1.43%
Customers	3,640	210	0	45	5.39%	1.16%
Course students	2,180	96	0	18	4.18%	0.78%
Partners	180	6	0	2	3.19%	1.06%

1 - 6 / 6

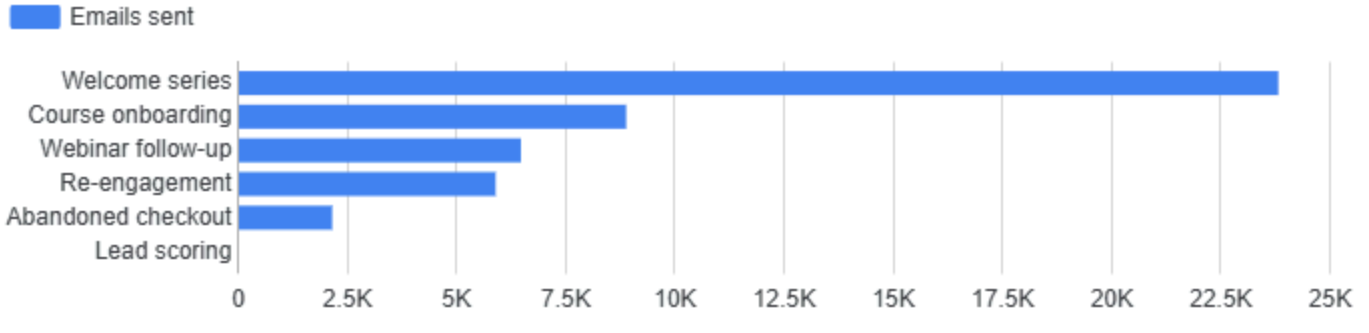
Email lists as they are on the day of the refresh; report dates don’t change this page. A contact can be on several lists, so don’t add list counts together. Shares divide unsubscribed or bounced contacts by all contacts on the list: active, unsubscribed, unconfirmed and bounced.

Automations

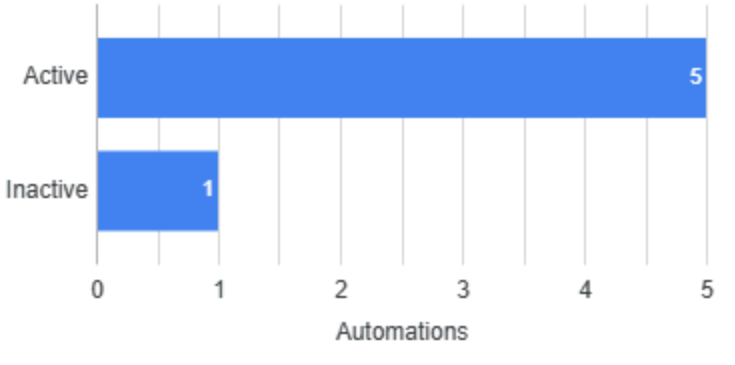
ActiveCampaign · Built with Datapipe

Active automations	Emails sent	Open rate	Contacts exited
5	47,350	51.8%	23,600

Emails sent by automation



Automations by status



Automations

Automation	Status	Emails	Entered	Exited	In automation	Emails sent ▾	Open rate	Click rate
Welcome series	Active	4	6,420	5,980	440	23,840	54.9%	13.9%
Course onboarding	Active	5	1,940	1,610	330	8,910	62.1%	20.7%
Webinar follow-up	Active	3	2,310	2,150	160	6,500	52.7%	16.5%
Re-engagement	Inactive	2	3,050	3,050	0	5,920	22.6%	3.0%
Abandoned checkout	Active	2	1,180	1,110	70	2,180	53.8%	16.2%
Lead scoring	Active	0	9,810	9,700	110	0	0.0%	0.0%

1 - 6 / 6

Automations as they are on the day of the refresh, with ActiveCampaign’s totals since each one started; report dates don’t change this page. Entered and exited count runs, so a contact who enters twice counts twice. Email results add up each automation’s emails, and the open rate scorecard weights each automation by its emails sent.